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File FTC.

To: Dr. M. Hausermann
Date: August 13, 1985
From: J. E. Wickham ✓
Subject: Visit to Federal Trade Commission and Tobacco Institute
Testing Laboratory

I met with Mr. Harold Pillsbury of the Federal Trade Commission Laboratory (FTC) and Mr. William L. Steele of the Tobacco Institute Testing Laboratory (TITL) on Thursday, August 8. The following items were discussed:

1. Sample pickup for the next Market Survey
2. Smoking Machines
3. Testing of Concord Cigarettes

SAMPLE PICKUP

According to Mr. Pillsbury, he is hoping to initiate the next Market Sample Survey in October, 1985. Originally, it was planned that the TITL Laboratory would have the cigarettes picked up and pay for the cost of the pickup. TITL would then share the pickup with the FTC Laboratory by sampling six cigarettes out of each pack for the FTC Laboratory. The FTC now questions the feasibility of this plan and is requesting a middleman to handle the sample. Also, Mr. Pillsbury stated that the FTC would be willing to pay for the cost of having this middleman intervene between TITL and FTC.

SMOKING MACHINES

The FTC Laboratory has been inoperative for some time now due to the installation of a new computer system. They have been experiencing difficulty in getting the necessary software for the interfacing of the laboratory equipment and the new computer. Also, Phipps & Bird is planning to make a modification on the FTC smoking machine, and if it performs effectively, Phipps & Bird will make the modification on all existing machines that they have sold based on the FTC smoking machine design free of charge.

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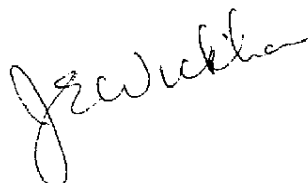
CONCORD

Both Mr. Pillsbury and Mr. Steele were very complimentary of the new Concord cigarette. Both expressed that it was a very novel item and suggested that this might be the next generation of smoking articles. Mr. Pillsbury stated that if he would pick this sample off the marketplace, he would smoke it only at the rich setting. I mentioned that we were advertising the product to have a range of tar delivery (5 to 15 mg). We would like to have it smoked at both the rich and mild settings. He suggested if that is the case, we should make a request to Ms. Judith P. Wilkenfeld. He asked the question, "What happens if you twist the dial beyond the designated marks?" I told him that if you twisted it past the mild setting, the tar would increase because you only achieve maximum ventilation at the mild setting. He suggested that a line thicker than the mild setting should be placed on the left of the mild setting to indicate higher tar.

In general, Mr. Pillsbury was very cordial and receptive to the discussion of the Concord cigarette. He asked how he might obtain some cigarettes for testing. I told him that I could furnish him sufficient sample.

JEW:rad

cc: Mr. C. Adkins
Mr. L. Meyer
Mr. F. Resnik
Mr. M. Serrano
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